

Appl. No. 09/902,144  
Atty. Docket No. 8633  
Amdt. dated May 03, 2005  
Reply to Office Action of November 3, 2004  
Customer No. 27752

### AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### Listing of Claims:

1. (currently amended) A method of optimizing at least one factor associated with a product in a scenario, wherein said method comprises the steps of having executable instructions comprising:
  - (i) receiving factors data associated with a product selected form the group consisting of categories, financial data, product identification and shelf space set;
  - (ii) selecting one factor for optimize;
  - (iii) receiving constant value data, wherein a predetermined value for one or more of said factor data is known;
  - (iv) receiving optimizing instruction data operable to determine an optimal value for said one factor selected for optimization;
  - (v) receiving hierarchical data operable to associate one or more of the categories and the product identification into a hierarchy
  - (vi) receiving scenario data operable to receive one or more hypothetical sets of said constant value data
  - (vii) using said optimizing instruction data to optimize said one factor and generate a scenario optimal value for each of said hypothetical sets of said constant value data;

~~receiving a plurality of available shelf space sets to house the product; and~~  
~~selecting one factor to optimize.~~
2. (canceled)
3. (currently amended) The method of claim 1, further comprising:  
receiving values for each a factor not being optimized.

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4. (currently amended) The method of claim 1, further comprising:  
receiving a constrained value of the one factor to be optimized; and  
receiving values for each a factor not being optimized.
5. (currently amended) The method of claim 4, further comprising:  
calculating one or more values for the ~~other~~ the factors not being optimized based  
on the received constrained value.
6. (currently amended) The method of claim 5, further comprising:  
using historical values for the ~~other~~ factors not being optimized to modify the  
calculation.
7. (original) The method of claim 1, wherein the shelf space sets are received via a  
graphical user interface.
8. (currently amended) Functional data for optimizing one factor associated with a  
product, the functional data comprising:  
one or more factor data including categories, financial data, product identification,  
and shelf space set;  
hierarchical data operable to associate one or more of the categories and the  
product identification into a hierarchy;  
scenario data operable to receive one or more hypothetical sets of constant value  
data and use the optimizing instruction data to generate a scenario optimal value  
for each hypothetical set;  
constant value data wherein a predetermined value for one or more of the factor  
data is known; and  
optimizing instruction data operable to determine an optimal value for a factor  
data selected for optimization.
9. (canceled)

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10. (canceled)
11. (currently amended) The data of claim ~~108~~, further comprising:  
meta data associated with the scenario data and including a scenario identification,  
a scenario update date, a scenario create date, an owner identification, a security  
level, and descriptive data.
12. (original) The data of claim 8 wherein the factor data is imported from an  
electronic application or data file.
13. (original) The data of claim 8 wherein the factor data is inputted by a user using a  
graphical user interface.
14. (original) The data of claim 8, further comprising:  
summary category instruction data operable to be used to report historical data  
associated with the factor data.
15. (original) The data of claim 8, further comprising:  
comparison scenario instruction data operable to be used to report comparisons  
between one or more hypothetical sets of constant value data by using the  
optimizing instruction data to generate a scenario optimal value for each  
hypothetical set.
16. (original) The data of claim 8, wherein the factor data further includes a store  
identification, a geographical identification, and a manager identification.
17. (currently amended) A system to optimize the use of existing shelf space within a  
store, comprising:  
a data collection set of executable instructions operable to collect factor data  
including available shelf space, product identifications, product categories, and

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financial data associated with the product identifications and the product categories;

a constraint set of executable instructions operable to receive predetermined values associated with the factor data; and

a scenario set of executable instructions operable to execute the constraint set of executable instructions and the optimizing set of executable instructions one or more times to produce one or more scenarios; and

an optimizing set of executable instructions operable to calculate an optimal value for at least one of the factor data.

18. (original) The system of claim 17, further comprising:  
an interface set of executable instructions operable to graphically display the factor data to a user.
19. (original) The system of claim 18, wherein the interface set of executable instructions are operable to receive one or more of the predetermined values from the user and provide the received predetermined values to the constraint set of executable instructions.
20. (canceled)
21. (currently amended) The system of claim ~~20~~17, further comprising:  
a reporting set of executable instructions operable to collect historical factor data and render the historical factor data in print, voice, or electronic media.
22. (currently amended) The system of claim 21, further comprising:  
a meta data collection set of executable instructions operable to collect information regarding the versioning, updating, creating, or security of the scenarios.
23. (original) The system of claim 17, wherein the data collection set of executable

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instructions collects at least a portion of the factor data dynamically as a sale occurs within a store.

24. (original) The system of claim 23, wherein the dynamically collected factor data is used to adjust the optimizing set of executable instructions to provide an improved optimal value.